

## LAKE OROVILLE HOUSEHOLD RECREATION TELEPHONE SURVEY (INCLUDES QUESTIONS FOR AREA RESIDENTS)

### Screening Questions

Introduction: Hello, my name is \_\_\_\_\_, and I'm conducting a brief survey for the California Department of Water Resources about rivers and lakes in northern California. I am not selling anything. This survey is being conducted to improve state recreation services and facilities in northern California. May I ask you a few questions?

- ☐ Yes (Continue)
- ☐ No (Terminate interview and Tally responses)

Have you lived in California or Nevada for at least 6 months?

- ☐ Yes (Go to Question 1)
- ☐ No (Terminate and Tally responses)

1. Are you at least 18 years old?

- ☐ Yes (Go to Question 2)
- ☐ No (Terminate and Tally responses)

2. Did you participate in outdoor recreation activities at rivers and lakes **in northern California at least 3 days during the last year?** By outdoor recreation, I mean activities such as swimming in reservoirs or lakes, fishing, boating, hiking, and camping. By northern California, I mean those portions of the state that include both the Bay Area and Delta regions extending north to the Oregon border.

- ☐ Yes (Go to **Introduction**)
- ☐ No (Terminate interview and Tally responses)

**Introduction Main Survey:** As I just mentioned, this survey concerns outdoor recreation in northern California. We would like to ask you some questions about areas you visit and potential improvements to recreation rivers and lakes in northern California. This interview takes about ten minutes. May I ask you some questions?

- ☐ Yes (Go to Question 3)
- ☐ No (Terminate interview and Tally responses)

3. I will read you a list of rivers and lakes located in Northern California. Please tell me which ones you have visited in the last 12 months. (Read list, and check all that apply)

<input type="checkbox"/> Lake Berryessa	<input type="checkbox"/> Frenchman Lake	
<input type="checkbox"/> Clear Lake	<input type="checkbox"/> Antelope Lake	
<input type="checkbox"/> Folsom Lake	<input type="checkbox"/> Lake Davis	
<input type="checkbox"/> Shasta Lake	<input type="checkbox"/> Rivers and lakes on the Plumas National Forest	
<input type="checkbox"/> Trinity Lake	<input type="checkbox"/> South Fork American River	
<input type="checkbox"/> Lake Oroville	<input type="checkbox"/> Middle Fork Feather River	
<input type="checkbox"/> Eagle Lake	<input type="checkbox"/> South Fork Feather River	
<input type="checkbox"/> Lake Almanor	<input type="checkbox"/> Sacramento River	
<input type="checkbox"/> Little Grass Valley Reservoir	<input type="checkbox"/> Yuba River	
<input type="checkbox"/> Lake Britton	<input type="checkbox"/> Lake Tahoe	
<input type="checkbox"/> Rivers and lakes on the Lassen National Forest	<input type="checkbox"/> North Fork of Feather River	
<input type="checkbox"/> Sacramento/San Joaquin Delta		

- 3b. I will read you a list of different types of outdoor recreation settings. Please tell me which one you most prefer for recreating. (*Read list and mark one*)
- ☐ Natural and undeveloped areas in remote locations near lakes and rivers
  - ☐ Developed nature-oriented parks and recreation areas near lakes or rivers
  - ☐ Highly developed parks and recreation areas in or near urban areas near lakes or rivers
  - ☐ Historical or cultural buildings, sites or areas

Now, I would like to ask you some questions about a specific area, the Lake Oroville Area. As you may know, this area is located 60 miles north of Sacramento along Highway 70, and about 20 miles south of Chico. The Lake Oroville Recreation area includes the Oroville Reservoir itself, the Thermalito Forebay, Afterbay, and the Feather River below the Oroville Dam, as well as the Oroville Wildlife Area, and the Clay Pit Off-Highway Vehicular Area.

4. Have you heard of the Lake Oroville Area?

- ☐ Yes
- ☐ *No (skip to question 7)*

5. Have you ever visited the Lake Oroville State Recreation Area?

- ☐ Yes
- ☐ *No (go to Question B1)*
- ☐ *Not sure (go to Question B1)*

6. Regarding your level of visitation at the Lake Oroville area, do you consider yourself:

- ☐ A regular visitor (3 or more times per year)
- ☐ An occasional visitor (1-2 times per year)
- ☐ An infrequent visitor (Less than 1 time per year)



A1. Overall, how would you rate your satisfaction with your last visit to the Lake Oroville area?

- ☐ Extremely dissatisfied\*
- ☐ Very dissatisfied\*
- ☐ Dissatisfied\*
- ☐ Neither dissatisfied or satisfied
- ☐ Satisfied
- ☐ Very satisfied
- ☐ Extremely satisfied

\* Note: for response to either *Extremely*, *Very* or *Dissatisfied*, place reason(s) in Comments Section at end of questionnaire with associated question number.

A2. When was the last time you visited the Lake Oroville area?

- ☐ Within the last 12 months
- ☐ 1-2 years ago
- ☐ 2-3 years ago
- ☐ More than 3 years ago
- ☐ Can't remember

A2a. If you stated you haven't visited the Lake Oroville area in the last 2 years, or can't remember when you visited, please tell us why \_\_\_\_\_



B1. Why have you never visited the Lake Oroville area?  
(Read all categories, and check all that apply)

- ☐ Not interested in water-related recreation
- ☐ Prefer to go to other lakes (**Probe for at least one other location**) \_\_\_\_\_
- ☐ It is too far from my home
- ☐ It is not located on a major highway
- ☐ I don't know enough about the area that would motivate me to visit there
- ☐ Prefer different setting (cross reference to setting question 3B)
- ☐ Other \_\_\_\_\_



B2. Are there any special events that would motivate you to visit the Lake Oroville area **for the first time**?

Yes, if \_\_\_\_\_ was offered, I'd go to the Lake Oroville area.  
(If not sure...read the list under A3)



A3. Which of the following special events would motivate you to visit the Lake Oroville area **more often**? (Read list, and check all that apply)

- ☐ Living history demonstrations
- ☐ Food/beverage festivals
- ☐ Powerboat races
- ☐ Canoe/Kayak/river-related events
- ☐ Sailing events
- ☐ Water-skiing events
- ☐ PWC events
- ☐ Mountain bike races
- ☐ Equestrian events
- ☐ Fishing tournaments
- ☐ Target shooting competition
- ☐ OHV related events (e.g., trials event, enduro events, motocross races)
- ☐ Triathlons
- ☐ Other \_\_\_\_\_



B3. Are there any outdoor recreation facilities that would motivate you to visit the Lake Oroville area for **the first time**?  
Yes, if \_\_\_\_\_ was offered.

(If uncertain...read list under question A4)



A4. Which of the following facilities at the Lake Oroville area would motivate you to **visit more often**? (Read list and check all that apply)

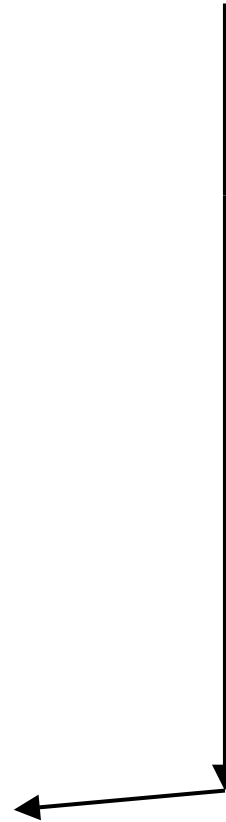
- ☐ Expanded outdoor/nature/cultural/historic interpretation center
- ☐ Water park
- ☐ Floating restaurant on Lake Oroville
- ☐ Warm-water swimming/beach areas
- ☐ Showers at day use areas
- ☐ Children play areas
- ☐ More Full Hookup RV sites
- ☐ Other facilities (please specify) \_\_\_\_\_

A4a. Are there any facilities you would like to see at the Lake Oroville Area?

- ☐ Yes, what \_\_\_\_\_
- ☐ No.



7. I'd like to now ask you some questions about how much you've spent on outdoor recreation activities in the past 12 months. Again, by outdoor recreation, I mean activities such as swimming in reservoirs or lakes, fishing, boating, hiking, and camping.



Thinking back over the past 12 months, about how much have you personally spent on durable equipment used specifically for outdoor recreation, including items such as fishing equipment, camping equipment, and hunting equipment, but excluding boats, RVs, and other types of vehicles. What would you say it was:

- ☐ Less than \$100
- ☐ \$100 - \$250
- ☐ \$250 - \$500
- ☐ \$500 - \$1,000
- ☐ \$1,000 - \$2,500
- ☐ \$2,500 - \$5,000
- ☐ \$5,000 - \$10,000
- ☐ More than \$10,000

8. How much would you say you personally spent over the past 12 months on trip-related expenses preparing for and participating in outdoor recreation activities, such as expenses on transportation to and from recreation areas, recreation-related supplies, lodging, food, and recreation services such as boat rentals? Would you say it was:

- ☐ Less than \$100
- ☐ \$100 - \$250
- ☐ \$250 - \$500
- ☐ \$500 - \$1,000
- ☐ \$1,000 - \$2,500
- ☐ \$2,500 - \$5,000
- ☐ \$5,000 - \$10,000
- ☐ More than \$10,000





Finally, *we would like to know something about you.* All responses will be kept confidential. This information will not be distributed or sold to any other group for any purpose.

8. What is the highest level of education you have completed?

- ☐ Some high school
- ☐ High school graduate
- ☐ Some college
- ☐ Bachelor's degree or equivalent
- ☐ Master's degree or equivalent
- ☐ Ph.D., J.D., M.D., or equivalent

9. What is your age? \_\_\_\_YEARS

10. What is your occupation? \_\_\_\_\_.

11. Do you own your own business?

- ☐ No
- ☐ Yes; If Yes, does it involve recreation-related services or merchandise in any way?
  - ☐ No, it is not a recreation-related service business.
  - ☐ Yes, it is a recreation-related service business (e.g. boat rentals, hotel)
  - ☐ Yes, it is a recreation-related merchandise business (e.g. boat sales, sporting goods)



12. **(Optional)** Please tell me which of the following categories represents your total household income before taxes.

- ☐ Less than \$20,000
- ☐ \$20,000-\$40,000
- ☐ \$40,000-\$60,000
- ☐ \$60,000-\$80,000
- ☐ \$80,000-\$100,000
- ☐ More than \$100,000

13. **(Optional)** Of the choices I will read to you, with which ethnic group do you most closely identify?

- ☐ Latino/Hispanic
- ☐ White/Anglo (non Hispanic)
- ☐ Asian
- ☐ African American/Black
- ☐ American Indian/Alaska Native
- ☐ Pacific Islander/ native Hawaiian
- ☐ Other \_\_\_\_\_

14. Do you have any additional comments for us?

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**THANK YOU FOR YOUR PARTICIPATION!**